

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently Amended) A method for configuring an electronic program guide controller, the electronic program guide controller capable of generating for display on a display device an electronic program guide grid pattern containing program cells having associated program lengths, the grid including one or more rows and a plurality of columns, each column corresponding to a minimum time interval displayed on the electronic program guide grid pattern, each associated program length being equal to or greater than the minimum time interval and at least one displayed program length being greater than the minimum time, the method comprising:

receiving instructions at an electronic program guide controller, the electronic program guide controller having at least two time shift modes, the at least two time shift modes including a column time shift mode and a program cell time shift mode, the received instructions selecting one of the at least two time shift modes and each of the at least two time shift modes specifying how a time focus is shifted on the electronic program guide grid pattern in response to shift instructions; and

configuring the electronic program guide controller in one of the at least two time shift modes responsive to the received instructions,

wherein, when the electronic program guide controller is configured in the column time shift mode, the method further comprises shifting the grid pattern time focus by the minimum time interval regardless of the length of a program cell, and

when the electronic program guide controller is configured in the cell time shift mode, the method further comprises shifting the grid pattern time focus by the length of a selected program cell of the displayed program cells, the selected program cell corresponding to a program having a program length greater than the minimum time.

2. (Currently Amended) The method of claim 1, wherein the at least two time shift modes include at least three time shift modes and ~~include at least two time shift modes selected from a group of time shift modes-~~ further consisting of include a column time shift mode, a program cell time shift mode, and a user defined time period shift mode.

3. (Cancelled)

4. (Cancelled)

5. (Currently Amended) The method of ~~claim 1~~claim 2, wherein ~~one of the at least two time shift modes is a user defined time period shift mode~~, the received instructions are further for configuring a user defined time period for the user defined time period shift mode, and the method further comprises:

~~receiving the shift instructions; and~~

shifting the grid pattern time focus by the user defined time period responsive to the shift instructions when the electronic program guide controller is configured in the user defined time period shift mode.

6. (Currently Amended) A system for configuring an electronic program guide controller, the electronic program guide controller capable of generating for display on a display device a grid pattern containing program cells having associated program lengths, the grid including one or more rows and a plurality of columns, each column corresponding to a minimum time interval displayed on the electronic program guide grid pattern, each associated program length being equal to or greater than the minimum time interval and at least one program length being greater than the minimum time interval, the system comprising:

a device for configuring an electronic program guide controller having at least two time shift modes responsive to a configuration signal, the at least two time shift modes including a column time shift mode and a program cell time shift mode, each of the at least two time shift modes specifying how a time focus is shifted on the electronic program guide grid pattern in response to shift instructions; and

a device for generating the configuration signal responsive to received instructions to select one of the at least two time shift modes;

a device for receiving the shift instructions; and

a device for shifting the grid pattern time focus by the minimum time interval regardless of the length of any displayed program cell when the electronic program guide controller is configured in the column time shift mode and for shifting the grid pattern time focus by the

length of a selected program cell of the displayed program cells, the selected program cell corresponding to a program length greater than the minimum time interval, when the electronic program guide controller is configured in the program cell time shift mode.

7. (Cancelled)

8. (Cancelled)

9. (Currently Amended) The system of claim 6, wherein:

the at least two time shift modes include at least three time shift modes and further include one of the at least two time shift modes is a user defined time period shift mode, the received instructions are further for configuring a user defined time period for the user defined time shift mode, and the system further comprises:

a device for receiving the shift instructions; and

a the device for shifting the grid pattern time focus further operates to shift the time focus by the user defined time period responsive to the shift instructions when the electronic program guide controller is configured in the user defined time period shift mode.

10. (Previously Presented) A computer readable medium including software that is configured to control a general purpose computer to implement a method for configuring an electronic program guide controller, the electronic program guide controller capable of generating for display on a display device a grid pattern containing program cells having associated lengths, the grid including one or more rows and a plurality of columns, each column corresponding to a minimum time interval displayed on the electronic program guide grid pattern, each associated program length being equal to or greater than the minimum time interval and at least one displayed program length being greater than the minimum time, the method comprising:

receiving instructions at an electronic program guide controller, the electronic program guide controller having at least two time shift modes, the at least two time shift modes including a column time shift mode and a program cell time shift mode, the received instructions selecting one of the at least two time shift modes and each of the at least two time shift modes specifying how a time focus is shifted on the electronic program guide grid pattern in response to shift instructions; and

configuring the electronic program guide controller in one of the at least two time shift modes responsive to the received instructions,

wherein, when the electronic program guide controller is configured in the column time shift mode, the method further comprises shifting the grid pattern time focus by the minimum time interval regardless of the length of a program cell, and

when the electronic program guide controller is configured in the cell time shift mode, the method further comprises shifting the grid pattern time focus by the length of a selected program cell of the displayed program cells, the selected program cell having a length greater than the minimum time.

11. (Cancelled)

12. (Cancelled)

13. (Currently Amended) The computer readable medium of claim 10, wherein ~~one~~ of the at least two time shift modes include at least three time shift modes and further include ~~is~~ a user defined time period shift mode, the received instructions are further for configuring a user defined time period for the user defined time period shift mode, and the software implemented method further comprises:

~~receiving the shift instructions; and~~

shifting the grid pattern time focus by the user defined time period responsive to the shift instructions when the electronic program guide controller is configured in the user defined time shift mode.

14. (Currently Amended) An electronic program guide apparatus for receiving an electronic program guide signal and generating for display on a display device a grid pattern containing program cells having associated program lengths from the electronic program guide signal, the grid including one or more rows and a plurality of columns, each column corresponding to a minimum time interval displayed on the electronic program guide grid pattern, each associated program length being equal to or greater than the minimum time interval and at least one displayed program length being greater than the minimum time, the electronic program guide apparatus comprising:

a controller that receives instructions to select one of at least two time shift modes, the at least two time shift modes including a column time shift mode and a program cell time shift mode, the controller configured to receive the electronic program guide signal, to generate the grid pattern from the electronic program guide signal, and to shift the grid pattern time focus responsive to shift instructions in accordance with the selected one of the at least two time shift modes and each of the at least two time shift modes specifying how the time focus is shifted on the electronic program guide grid pattern in response to the shift instructions; and

an on-screen display processor coupled between the controller and the display device, the on-screen display processor being configured to provide the generated grid pattern as a video signal to the display device,

wherein, when the controller receives instructions to select the column time shift mode, the controller shifts the grid pattern time focus by the minimum time interval regardless of the length of a program cell, and

when the controller receives instructions to select the program cell time shift mode, the controller shifts the grid pattern time focus by the length of a selected program cell of the displayed program cells, the selected program cell corresponding to a program having a program length greater than the minimum time.

15. (Original) The apparatus of claim 14, further comprising:

a transport decoder coupled to the controller, the transport decoder configured to receive the electronic program guide and pass the received electronic program guide to the controller.

16. (Original) The apparatus of claim 15, further comprising:

a display device coupled to the on-screen display processor configured to display the video signal.

17. (Currently Amended) The apparatus of claim 14, wherein the at least two time shift modes include at least two ~~three~~ time shift modes selected from a group of time shift modes consisting of a column time shift mode, a program cell time shift mode, and further include a user defined time period shift mode.

18. (Cancelled)

19. (Cancelled)

20. (Currently Amended) The apparatus of ~~claim 14~~claim 17, wherein ~~one of the at least two time shift modes is a user defined time period shift mode,~~ the controller further receives instructions to configure a user defined time period for the user defined time period shift mode, and the grid pattern time focus is shifted by the user defined time period responsive to the shift instructions when the user defined time period shift mode is selected.

21. (Previously Presented) The method of claim 1, wherein each row corresponds to a program channel, each column represents a defined period of time, and program cells with lengths exceeding the predefined period of time span multiple columns.

22. (Previously Presented) The computer readable medium of claim 10, wherein the computer readable medium is a computer-readable storage medium.

23. (Previously Presented) A method of claim 1, wherein,  
the received instructions include selecting another of the at least two time shift modes,  
the method further includes the step of configuring the electronic program guide controller in the other of the at least two time shift modes,

the electronic program guide controller is configured in the one of the at least two time shift modes when shifting to a time focus that is currently displayed on the electronic program guide grid pattern, and

the electronic program guide controller is configured in the other of the at least two time shift modes when shifting to a time focus that is not currently displayed on the electronic program guide grid pattern.

24. (Previously Presented) The method of claim 2, wherein the user defined time period shift mode includes shifting the time focus forward in time by a first time period and shifting the time focus backward in time by a second time period, the first and second time periods being different from each other.